



**Summarized Minutes
WestWorld Subcommittee
Public Meeting**

1:30 p.m., Wednesday, April 15, 2009

Monterra at WestWorld
16601 N. Pima Rd.
Scottsdale, AZ 85260

CALL TO ORDER

Councilmember Littlefield called to order a regular meeting of the WestWorld Subcommittee on Wednesday, April 15, 2009 at Monterra at 1:36 p.m.

ROLL CALL

Present: Councilmember Littlefield
Councilmember Nelssen
Councilmember Borowsky (arrived at 1:55 p.m.)

1. NOMINATION AND APPROVAL OF WESTWORLD SUBCOMMITTEE CHAIR
COUNCILMEMBER LITTLEFIELD NOMINATED COUNCILMEMBER NELSEN TO BE THE SUBCOMMITTEE CHAIR. COUNCILMEMBER NELSEN ACCEPTED THE NOMINATION.

2. APPROVAL OF MINUTES

COUNCILMEMBER LITTLEFIELD MOVED TO APPROVE THE DECEMBER 18, 2008 SUBCOMMITTEE MINUTES. CHAIRMAN NELSEN SECONDED THE MOTION, WHICH CARRIED 2/0.

3. WESTWORLD ACTIVITY UPDATE – BRIAN DYGERT

Mr. Dygert stated that WestWorld has hosted 55 events from December 08 through April 09 (25 Equestrian, 12 Polo, 8 at Brett's Barn, and 10 Special Events). There has been a significant amount of activity with our events, including Barrett Jackson, Sun Country Circuit, and Arabian Scottsdale show.

Chairman Nelssen asked why the polo events are not being included in the equestrian event count. It has horses. Mr. Dygert said that he looks at them as a separate entity due to their use of infrastructure at WestWorld, but we could include them in the future equestrian event counts. Councilmember Littlefield said that he was okay with polo being considered an equestrian event - it is horses. Mr. Dygert said then this change makes 37 Equestrian events, 8 at Brett's Barn, and 10 Special Events.

Mr. Dygert continued that activity at WestWorld has been 20-30% down but the events are holding. The Arabians had 1 day of record-setting attendance and 2 record days with Barrett Jackson. Ms. Janice Wight, Region 7, said that this coming weekend they were down 10%.

Councilmember Littlefield asked if we have numbers from Barrett Jackson's two record days. Mr. Dygert responded that he does not have that information yet, but that he expects it this week. He went on to mention that Reiners were up in their event. WestWorld attendance is soft, the amount of days per unit, dollars spent, and RV is another area that is down slightly. Mr. Grant Boice, Arizona National, said that his show was down 10% on horse numbers. Mr. Chad Farmer, Dressage, said that he was down a third as far as horses. Chairman Nelssen asked Mr. Farmer why he thought things were down. Mr. Farmer said that people are concerned about their money.

Chairman Nelssen said that he and Councilmember Littlefield attended Barrett Jackson and asked some vendors how things were going for them. One vendor said that he sold 2 motor homes during the event and was very happy at the Barrett Jackson event. I meet with Gruen and Gruen and they were very impressed with Brian Dygert.

Ms. Janice Wight, Region 7, stated the Arabian Horse Show in February was 10% down in stalls, but they showed their horses more, and they were successful and thrilled with the facility. Many were blown away with the improvements and with the barns. She went on to say that the Scottsdale Arabian Horse Show attracts people from around the world that come to this show. Chairman Nelssen asked her what percent of participants are from Scottsdale. Ms. Wight said that she wasn't sure, but the equestrian events are growing. Chairman Nelssen said that this information would be useful for him to emphasize the importance of the equestrian industry to the local economy. Ms. Wight said local feed stores had to open another store in Rio Verde to accommodate the demand because people are staying here so long. Chairman Nelssen said that was in Rio Verde. Ms. Wight said yes, but they do shop in Scottsdale. Chairman Nelssen said that it would be helpful if people wrote letters or spoke at Council meetings to share their positive comments.

Chairman Nelssen said that it would also be useful to have information on the dog shows and the equestrian shows and what impact they have on the local economy. Mr. Dygert said that there is a formula that he could use to obtain this information. He would need to obtain some specific information from the event. I would need to look at their exhibitor list to track this information. It can be figured out, and it could be done per month, per week, per event, or per year.

Councilmember Littlefield asked what has occurred with the dog plan activity since our last meeting. Mr. Dygert responded that we are in the planning process and checking numbers. I have had meetings with Reed Pryor and Bill Murphy regarding details and costs; we are still pursuing this possibility.

4. CURRENT CIP UPDATE – COREY LEW

Mr. Lew. Stated that Johnson Carlier had to stop construction on the Horse Barns, Show Offices, and Restrooms projects because of the event season. They will be coming back to finish the punch list. It will take about 3 months to complete the remaining punch list items. Johnson Carlier will also be installing Acoustical Panels in the show offices to help provide better acoustics. They will need to cut the drywall, lower the sprinkler heads and lights. Johnson Carlier will also be coming back to reconstruct the Fire Lane to correct grading and drainage.

We are also working to get the Old barns (A-G) refurbished and are currently procuring materials for this. Two have been completed. Barns C-G will also be redone this summer. These are the barns located south of Arena 4 and Wendell Arena. This summer's big project is the ADA ramp at the Equidome and Site Improvements. This project includes a concrete and steel ramp structure that spans the West side of the Equidome. It also includes east entry improvements and drainage improvements at J-Lot Parking Lot. The

contract award will be presented to the City Council on the April 21, 2009 agenda. Chairman Nelssen asked if we have funding. Mr. Lew responded that we do.

Chairman Nelssen asked to let the record show the Councilmember Borowsky has arrived (1:55 p.m.)

Councilmember Littlefield asked if any of the CIP Projects were cut as part of the CIP Funding that was added back to the General Fund. Mr. Lew responded that the ADA Pedestals project approximately \$1M was cut. Councilmember Littlefield asked if these funds were moved into the general fund. Mr. Lew responded yes they were.

5. BUDGET UPDATE FY 09/10 WITH PROPOSED RATE AND FEE INCREASES – BRIAN DYGERT

Mr. Dygert stated that you will soon see the 09/10 budget which will be coming to you soon. Overall, the WestWorld budget will have a 9% reduction in the operating budget, and a 4-5% increase in the revenue side. That's what we are looking at which is being prepared for you. Good news on the revenue side. WestWorld is in a good position because of capital investment to weather an economic storm. Stall rent is driving positive new revenue – less to the event more to us, which is the main driver. Equal to that on the table, similar as last year, is the fee increase proposals in arenas and in stalls. Users have had this information for 60 days. Added to this is gray water and import of shavings fees. Chairman Nelssen asked about the import of shavings fee. Mr. Dygert said that it is being put into place to allow us to deal with those individuals on a professional basis – individuals who are bringing in their own shavings. It's been a long standing rule and we want to nip it in the bud. The fee is just applied to the violators only. This is an industry normal. Most facilities do control what is brought in and where it goes on the way out. It is going to compost so they care. WestWorld took that in-house because of issues in the past. Compost people need to know – to insure there is no cross contamination.

Councilmember Littlefield asked if the elimination of the position was a real person or a vacant position. Mr. Dygert stated that the assumption is that it will be empty, due to a Maintenance Worker III retiring and the upward movement of two positions.

Chairman Nelssen asked if the shavings are an additional cost to the stalls, and do we make money on that? Mr. Dygert said yes.

PUBLIC COMMENT

There were no comments from the public.

ADJOURNMENT

COUNCILMEMBER LITTLEFIELD MOVED TO ADJOURN THE WESTWORLD SUBCOMMITTEE MEETING. CHAIRMAN NELSSSEN SECONDED THE MOTION, WHICH CARRIED 3/0.

With no further business to discuss, the meeting adjourned at 2:05 p.m.

SUBMITTED BY:


Theresa Smith

**Theresa Smith
Administrative Secretary**

REVIEWED BY:

**Tony Nelssen
Chairman**

Officially approved by the WestWorld Subcommittee on



June 17, 2009